

# HW Cooking Ingredients and Meals in Turkey

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Growing preference for natural and organic formulations in sauces dips and condiments and sweet spreads, while low/no fat also continues to grow  
In 2022, natural maintains the lead in health and wellness cooking ingredients and meals, with consumers looking to avoid overprocessed foods  
Interest in meat free products increasing

### PROSPECTS AND OPPORTUNITIES

Established players face competition from local players in sauces dips and condiments and sweet spreads

Natural also set to see the most promising absolute growth to 2027, with advice to use natural olive oil rather than other less healthy fats

Skin health could be one to watch during the forecast period

### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

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## Health and Wellness in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Overview

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